



REQUEST FOR PROPOSALS: The Redevelopment of Parcel One in the Downtown Urban Renewal Area (the “Wax Museum” Site)

In the Mt. Vernon Triangle
The North of Massachusetts Avenue (NoMa) Area
Washington D.C.

Offered by:
Government of the District of Columbia
Redevelopment Land Agency

Through the Assistance of:
The Office of the Deputy Mayor for Planning and Economic Development,
The Department of Housing and Community Development, and
The Office of Planning



Government of the District of Columbia, Anthony A. Williams, Mayor
May 2001

Government of the District of Columbia Redevelopment Land Agency

May 7, 2001

Dear Local Stakeholder:

In response to Mayor Anthony Williams' recent announcement of the Downtown Action Agenda, the Redevelopment Land Agency (RLA), in collaboration with the Office of the Deputy Mayor for Planning & Economic Development (ODMPED), the Department of Housing and Community Development (DHCD) and the Office of Planning (OP) have developed the following Request for Proposals for Redevelopment of the RLA-owned property Parcel 1, known as the Wax Museum Site ("Wax Museum") in the Mt. Vernon Square Triangle of the North of Massachusetts Avenue (NoMa) area.

Focusing on pivotal sites and land uses for this next area of downtown expansion, this RFP offers a development opportunity that can define the feel of the Mt. Vernon Triangle area of NoMa. This RFP outlines the target land uses and potential public improvements that will enhance the viability of this key redevelopment area, through the addition of center city residential, retail and arts and cultural uses. The District of Columbia ("District") Government is prepared to help the selected team contribute to this goal, potentially using area improvements to integrate NoMa's existing uses into the heart of a vibrant residential and commercial district that will enrich our downtown.

The RLA, ODMPED, DHCD and OP are committed to aiding the selected team create a successful development project. Within the District's Planning and Economic development area, we have assembled a group of executive staff to collaborate in an interagency effort to move this forward.

We look forward to your attendance at the Bidder Conference and your proposal submissions.

Sincerely,

Diane Pratt
Vice Chairperson
Redevelopment Land Agency
Enclosures

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The District of Columbia Department of Housing and Community Development (“the Department”), on behalf of the District of Columbia Redevelopment Land Agency (“the RLA”) and pursuant to its authority under the D.C. Redevelopment Act of 1945, D.C. Code 1981, Section 5-801, et seq., hereby request proposals for the purchase and development, for residential reuse, of Parcel 1 in the Downtown Urban Renewal Area (DURA) also known as the old Wax Museum located on the northeast corner of the intersection of 5th, and K Streets, N.W. in downtown Washington , D.C.

1. INTRODUCTION

The world’s great cities are measured by the quality of their downtown life – the integration and vitality of the community’s residential, commercial and cultural uses. With this standard in mind, the Redevelopment Land Agency (RLA) of the District of Columbia is pleased to request the response of accomplished local and national development and design firms to this major opportunity at the “Wax Museum” site in the District’s North of Massachusetts (NoMa) area.

The Wax Museum site, RLA owned Parcel 1, is a 3.18 acre, C-2-C zoned site, part of Housing Priority Area A of the Downtown Development District (DD) Overlay, and located between K and L and 4th and 5th Streets, in the Northwest quadrant of Washington, D.C.

NoMa is generally described as the area bounded by Massachusetts Avenue, New York Avenue, and the rail lines that run north from Union Station (see Map). Located near Downtown DC and containing a significant number of underdeveloped parcels, NoMa is an area with great potential. As a location, its advantages include:

- Large tracts of developable land;
- Metro accessibility via the Mt Vernon Square, Gallery Place/Chinatown, Union Station and planned New York Avenue stations, easy access to the I-395; and
- The emerging economic trends that seek to take advantage of the wide-band telecommunication trunk lines that run along the rail lines.

1.1 The Vision for NoMa

As an underutilized, under-built area with good transportation access and proximity to the city center, District officials and community leaders hold high aspirations for NoMa to become a vibrant new downtown neighborhood. The vision of the Williams Administration for NoMa emphasizes a mixture of uses: residential, retail, and cultural uses – as well as incoming technology-related companies and other businesses. In creating NoMa’s, the goal is to promote the city as a place of contemporary culture and diversity, rather than solely official function or downtown office. At the same time, it should support the District’s role as the



nation's capital – by showcasing national cultural achievement in the form of creative contemporary architecture and public space design. It will also demonstrate innovation in community building, by discouraging separations of diverse uses and users.

In 1999, the Mayor recognized the area's potential and the Department of Housing and Community Development (DHCD) funded the *NoMa Development Strategy* study, undertaken by the Cultural Development Corporation in conjunction with Economic Research Associates and Urban Design Associates. The study focused on creating an identity that integrates the Arts, Technology, Neighborhood Quality and Economic Development.

In accordance with the new NoMa Development Strategy, the District's development goals focus on two sub-areas: first, the *Mount Vernon Triangle* – located east of Mt. Vernon Square and bounded by Massachusetts, New York, and New Jersey Avenues – and a second sub-area north of Union Station, the *Technology District*, which encompasses a new Metro station at New York and Florida Avenues. Massachusetts and New York Avenues, North Capitol Street, and the rail lines bound this sub-area. Both areas are envisioned as accommodating a mixture of uses: Mount Vernon Triangle as a new residential neighborhood with local retail, arts, and entertainment uses, and the Tech District as a location for incoming high technology businesses, artists live/work space, and other residential, retail, and cultural activities.

To achieve this vision the study outlined seven fundamental principles:

NoMa Fundamental Principles

- I. Attract "New Economy" industries that seek out diverse, urban environments.*
- II. Revitalize and expand on L'Enfant's legacy by investing in public spaces that are found elsewhere in the city, but are noticeably absent in the NoMa area.*
- III. Ensure the Arts remain a vital component of NoMa.*
- IV. Invest in public infrastructure that supports a pedestrian quality and neighborhood scale.*
- V. Preserve and enhance the existing residential neighborhood and link them to the target areas.*
- VI. Leverage publicly owned sites to act as catalysts to bring the vision to fruition.*
- VII. Introduce a new innovative pattern of mixed-use development with a high caliber of architectural identity.*

It is the purpose of this Request for Proposals to implement principle number six in a way that supports the fulfillment of the other fundamental principles. It is highly recommended that development teams submitting proposals review *The NoMa Development Strategy: Integrating Arts, Technology, Neighborhood Quality and Economic Development in the District of Columbia*, available in full at www.culturaldc.org.

1.2 RFP Organization

Although the focus in Section 1 and the *NoMa Development Strategy* study has been the two distinct sub-areas, the Mount Vernon Triangle and the Tech District, this RFP focuses on the “Wax Museum” Site in the Mt. Vernon Triangle. Section 2 briefly outlines the vision and characteristics of the Mt. Vernon Triangle. Section 3 applies the findings of the study to the use, design and selection criteria of the RFP. Finally, Section 4 outlines the standard selection procedures and submission requirements of the RLA.

2. THE MT. VERNON TRIANGLE

The Mt. Vernon Triangle is an area of approximately 12 city blocks bounded by New York Avenue on the north, New Jersey Avenue to the east and Massachusetts Avenue on the south and Mount Vernon Square with the historic University of the District of Columbia Carnegie Library and the New Convention Center to the west. The triangle is only few blocks from Chinatown, the MCI Center and the future Gallery Place complex.

The *NoMa Development Strategy* plan outlines the area's potential as a major new residential and cultural community with its own distinctive identity. The plan envisions a mix of residential units, neighborhood-serving retail, and arts related uses, and reflects the District's interest in increasing the number of residents who live in and near downtown. The Mt. Vernon Triangle presents an exciting opportunity to develop a new neighborhood, one that attracts privately-led investment by using publicly owned sites to set the standard for the mixed-use and residential feel of the area.

2.1 Current Activities

Major initiatives in Mt. Vernon Triangle include the development of the new Washington DC Convention Center, which is to be completed in 2003. The center, a \$756 million dollar investment to build 2.3 million SF of convention space, is expected to attract 2.5 million visitors to the District and have an economic impact of \$1.4 billion per year. The neighborhood is anchored by the Carnegie Library site, which will soon be redeveloped into the History Museum of the District of Columbia, a use that will attract even more visitors to the area.

2.2 Comparable Areas in Other Cities

Nationwide there is a renewed interest in the amenities and quality of life offered by downtown urban environments. With younger single and married households and “empty-nesters” as demographic leaders, many underdeveloped areas in cities across the country have seen new residential developments resulting from this growing trend. Often attracted by the mix of densities, uses, proximity to downtown arts and cultural uses, these areas are well known to national developers and the District alike. Two examples that are relevant to this development are described in brief below:

Boston Seaport District, Boston, MA: In Boston's former seaport area, the City and Commonwealth of Massachusetts have begun construction on a new convention center, and planners have worked to include significant housing development as a part of its master plan for the area. Local and national developers including the Pritzker family, and New England Development have proposed luxury, mixed income and artist live-work space among other development planned for this area.



South of Market Street (SoMa), San Francisco, CA: The downtown area South of Market Street had long been a relatively vacant commercial district with borderline industrial and distribution facilities. The recent robust economy made this area, once primarily home to artists, attractive for downtown redevelopment. As the many multimedia companies and new City investment in sports, convention and urban entertainment facilities made the area more attractive, local developers such as Catellus have begun to develop new projects in the area. Residential development has been a recent focus with new apartment and condominium projects coming online and in the development pipeline.

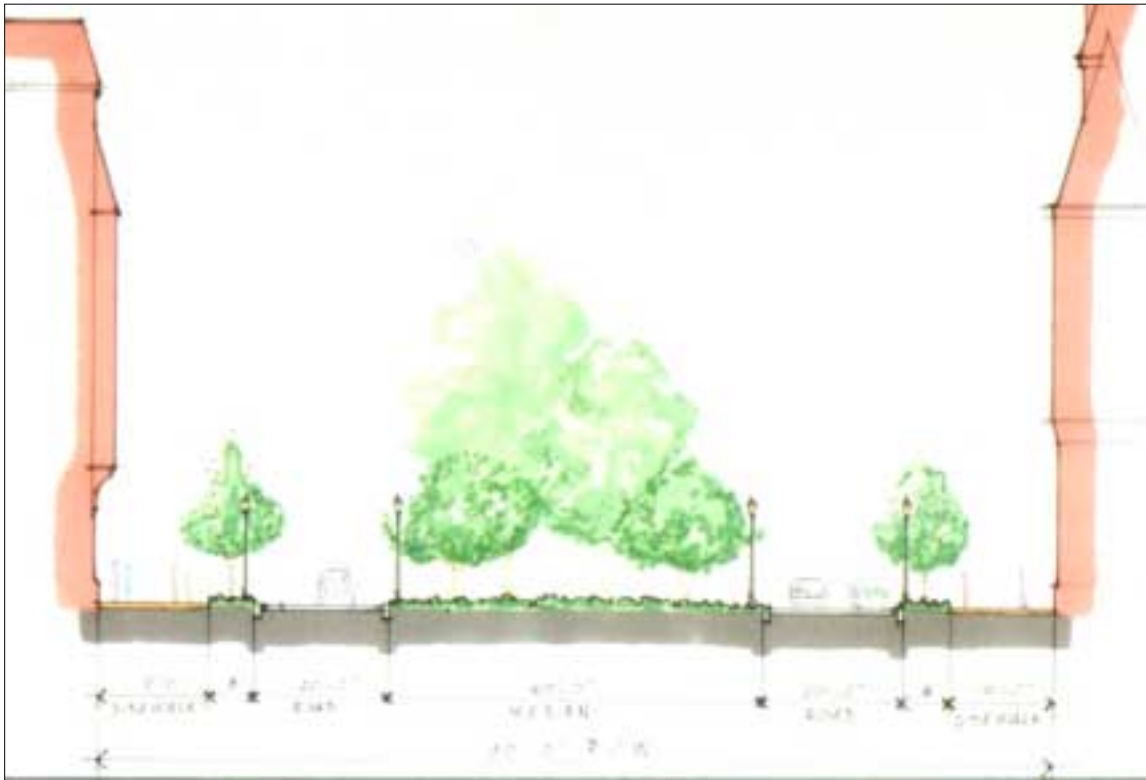
2.3 Local Market Trends

Similar to the trends in other cities, local market trends indicate that the residential market is currently strong. The *NoMa Development Strategy's* research further suggests a high potential to absorb new development of mixed-use residential with first floor retail and even live-work space for local artists as a part of the development program. The study concluded that monthly rents of \$2.10/SF for market rate residential units and \$1.25/SF for artist live/work studios were achievable.

The current level of interest expressed by the number and diversity of projects that are either a) recently or soon to be completed, b) under construction or c) are planned for Downtown Washington DC and the NoMa Triangle, verify the study's conclusion. These select projects suggest that the market shares this view of Downtown and NoMa's potential as thriving active urban areas. Projects ranging from office to luxury residential to new retail and entertainment venues, in and around Downtown and the Mount Vernon Triangle include:

Under Construction	Location	Type	Total SqFt	Units/ Rooms	Completion Date
New Convention Center	9th & Massachusetts, NW	Commercial	2,300		Mar, 2003
Nat'l Academy of Sciences	500 Fifth St, NW	Commercial	350		Fall 2001
PEPCO	701 9th St, NW	Commercial	355		June, 2001
799 9th St.	799 9th St, NW	Commercial	200		Late 2001
Atlas/Ladroit Building	800 F St, NW	Mixed-Use Office	155	25	2Q, 2002
Tariff Building	701 E St, NW	Hotel	170	180	Fall , 2001
7th Street Entertainment District	704-718 7th St, NW	Mixed-Use	200		June, 2001
Marlow Furniture	7th & I St, NW	Mixed-Use	45		May, 2001
Sub-Total			3,775	205	
Planned					Est. Start Date
Existing Convention Center	900 9th St, NW	Mixed-Use Residential	3,000	800	2004
Newseum	6th & Pennsylvania, NW	Mixed-Use Cultural	476	100	2001
Gallery Place	7th & H St, NW	Mixed-Use	520	193	1Q, 2001
Square 457	7th & D St, NW	Mixed-Use Residential	616	420	2Q, 2001
National Portrait Gallery	8th & F St, NW	Cultural	400		NA
Square 517--West	5th & Massachusetts, NW	Residential	465	465	3Q, 2001
Massachusetts Court	3rd & H St, NW	Residential	250	245	NA
Avalon Bay Residential--East	5th & G St, NW	Residential	220	210	2001
Mather Building	916 G Street, NW	Mixed-Use Residential	72	50	1Q, 2002
Carnegie Library	Mount Vernon Square	Cultural	50		3Q 2003
Sub-Total			6,069	2,483	
Total			9,844	2,688	

Source: Downtown BID. February 2001.



Source: *NoMa Development Strategy*, Proposed K St. Streetscape Improvements, Cultural Development Corporation.

2.4 Opportunities for Public Improvements

The *NoMa Development Strategy* study recognizes that beyond just the use of public land as a catalyst for development, the revitalization of Mount Vernon Triangle will require other public investments improving streetscapes and other open space. Narrowing the sidewalks of K Street or creating a boulevard with a well landscaped medians and sidewalks are options that should be explored. In addition both the *NoMa Development Strategy* and the *Downtown Action Agenda* propose public space improvements to Mount Vernon Square and the bow-tie parks created by L'Enfant's State Avenues. Among the specific improvements under consideration are the following:

- New streets sub-dividing large squares and repaving of streets as needed,
- New sidewalks and crosswalks,
- New street furniture and street lighting, and
- New public landscaping and street signage.

The District will work with the selected developer to design a coordinated package of street and sidewalk improvements that will complement and help the selected project become a landmark and new destination within NoMa.

3. PARCEL 1 SITE PROFILE

Within the Mt. Vernon Triangle, the site known as Parcel 1 or the “Wax Museum” (named because of its former use), is perhaps one of the best-positioned sites to set the standard for redevelopment in the area. The property is owned by the District of Columbia Redevelopment Land Authority (the “RLA” or the “Owner”). Consistent with the Downtown Action Agenda (DAA) recommendation to “encourage Mt Vernon Residential Development”, this RFP contemplates redevelopment of the site for residential and ancillary retail uses. The District seeks a mix of residential units and ground floor retail - targeting a neighborhood supermarket – and complimentary shops and restaurants.

3.1 DC Government Development Objectives and Requirements

Mount Vernon Triangle should be developed primarily as a new downtown residential neighborhood. As the last available and most appropriate location for a significant concentration of new downtown housing, the Mount Vernon Triangle has the potential to accommodate approximately 5,500 new housing units. Here, a lively, high-density neighborhood with a critical mass of residents would support nearby downtown retail uses and serve as a transitional buffer to lower-density residential areas to the north in the Shaw residential and commercial community.

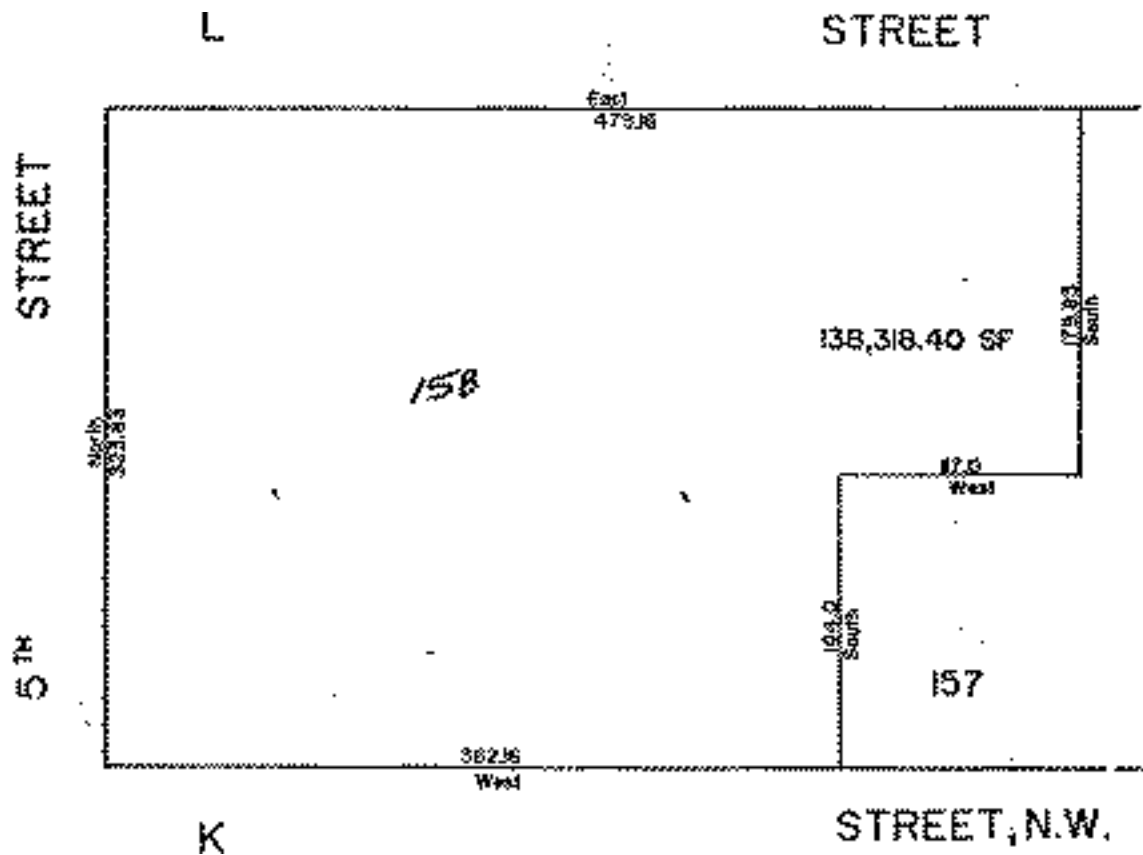
The Downtown Action Agenda envisions Mount Vernon Triangle as a continuation of the existing and planned downtown residential areas, containing primarily apartments and condominiums, with ground floor neighborhood oriented retail centered along the broad expanse of K Street. The L and 5th street frontage should house the larger scale retail. A locally oriented residential land use pattern would support a broad mix of commercial uses, including convenience retail, small offices and commercial arts uses.

The proposal submission criteria require inclusion of the following programmatic elements:

1. Development of a minimum of 400 homeownership and/or rental units, at market-rates with a minimum 20% of the rentable square footage priced to be available to households earning between 30% and 80% of the Washington D.C. Area Median Income (AMI). Proposers are encouraged to provide a mixture of family type units (e.g. 2-3 bedrooms). The mixture of affordable unit types must be proportional to the mixture of units in the overall development. Proposers are also encouraged to provide additional units to families earning between 80% and 120% of AMI.

Affordable artist live-work units in the project shall constitute 25% or 1/4th of the total 20% affordability requirement.

2. Development of first floor retail: “neighborhood” oriented retail on K Street; and large scale, not less than 40,000 square feet of retail on 5th Street. Proposers should focus their efforts on a supermarket or comparable community retail anchor, which connects the new structure to the community and helps to set the stage for a larger residential community.



Source: DC Surveyor

3.2 Site Profile/Description

Parcel 1, the “Wax Museum” site is located along K and L Streets between 4th and 5th Streets in NW Washington, DC and is legally defined as Square 515, Lot 158. The 138,318 SF site (3.18 acres) is currently used as a parking lot. It is owned by the RLA.

The site is situated on the eastern end of Downtown, just south of the Shaw/UDC district; north of Judiciary Square and west of the North Capitol office market. In addition to several planned projects, major office and mixed-income residential buildings surround the site along with older, smaller retail storefronts. To the east of the site is the Museum Apartments, a senior citizen apartment building. The site is surrounded by several assembled parcels in predevelopment stages. A block to the west are the offices of National Public Radio. To the north across New York Avenue a 400-unit hotel is planned in the historic Yale Laundry Building.

The site has excellent transportation access. It is within a five-minute walk to the Yellow and Green Metro lines at the Mount Vernon Square/UDC station and the Red Metro line at

Gallery Place/Chinatown. It is between the major thoroughfares of New York Avenue and Massachusetts Avenue, and the entrance to the I-395 is only one and a half blocks to the east.

3.3 Design Goals and Guidelines

The District places a high value on excellence and innovation in architectural design, seeking nationally recognized design firms for this project team. The architecture and urban design should promote the development goals envisioned for the NoMa area; first, to increase local vitality and contribute to enhancing the city's image as an interesting, lively urban community, highlighting diversity and contemporary culture; and second, to support the District's role as the nation's capital and a showcase for creative architecture and public space design. For this reason, design that is national in profile is strongly encouraged. Design quality and innovation will play an important role in project selection.

Specific design challenges require a coherent connection of new structures with the wide range of uses that surround the site, as well as a range of heights, density, tenure and texture that creates a vibrant urban environment. The project will also have the challenge of giving the site a sense of destination and appropriately addressing the various edges of the development, with particular emphasis on the mix of high traffic and lower traffic streets.

The architecture should reflect the NoMa area's position as an emerging neighborhood – and incorporate the *NoMa Development Strategy's* intrinsic design guidelines including:

- **Building Placement** - Buildings should front city streets and should be placed on the property line for most of the length of the parcel, or set back no further than 10 feet for ground floor residential uses.
- **Building Configuration and Active Street Frontages** - Frontage along streets should have pedestrian-oriented uses, such as retail, restaurants or residential units, on the ground floor. Parking should be located underground or in the middle of the block behind buildings.
- **Massing and Materials** – Materials should be chosen for quality of finish and durability. Volumes and textures should be human-scaled, particularly at building bases.

For further information, the Office of Planning has provided *Considerations for Quality Design: Wax Museum Redevelopment*, which is part of the developer's kit.

3.4 Zoning

The Wax Museum Site is zoned C-2-C and is part of Housing Priority Area A of the Downtown Development District (DD) Overlay. C-2-C permits matter of right high density development including office, retail, housing, and mixed uses to a maximum height of ninety (90') feet, a maximum floor area ratio (FAR) of 6.0 for residential and 2.0 for other permitted uses, and a maximum lot occupancy of eighty percent.

The DD Overlay is a package of incentives and requirements for the development of preferred uses such as housing, retail, and the arts. The DD/C-2-C permitted bonus density up to a maximum FAR of 8.5 FAR with a requirement that a minimum of 4.5 FAR be used for

residential use. On streets like K Street, which is 110 feet across, buildings are permitted up to 130 feet in height. Recent amendments to the DD zoning overlay remove FAR limitations on housing projects. Developers should verify all zoning requirements prior to submitting proposals.

Although current zoning permits office development, proposals for office, or combined lot approaches inclusive of office will not be accepted or considered.

3.5 Development Incentives

The site is located in the DC Enterprise Zone (EZ) and has access to EZ bonds for the commercial components proposed, up to \$15 million per issuer. In addition, submissions proposing 20% or more affordable units may qualify for District of Columbia Housing Finance Agency bond financing. Consistent with the Downtown Action Agenda, the District and the Downtown Business Improvement District will work with the selected developer in support of a signage and street furniture scheme designed to give the area a distinctive appearance.

4. SUBMISSION REQUIREMENTS AND SELECTION PROCEDURES

4.1 Submission Requirements

A deposit of fifty thousand dollars (\$50,000) and fifteen (15) printed copies of the RFP submission must be submitted by July 28th, 2001 by 4:45PM to:

Office of the Secretary of the Board
District of Columbia Redevelopment Land Agency
801 North Capitol, NE, Second Floor
Washington, D.C. 20002

The RLA reserves the right to reject any proposal it deems incomplete or unresponsive to the submission requirements at its sole discretion. The RLA also reserves the right to reject all proposals and re-advertise at a later date at its sole discretion. If the submission is deemed incomplete, that proposer's deposit will be refunded in full. In the event that the RLA determines that it should reject all submissions, all deposits will be refunded.

Bidders are invited to submit more than one development scenario and pricing proposal. Multiple development programs and financial offers by the same principal Development Team will be considered a single submission; each option should be included in the submission. Team members may participate in submissions from more than one Bidder.

If a Bidder wishes to change the composition of the proposed development team at any time in the selection process it must notify the Owner in writing. The Owner reserves the right to reevaluate the proposed change to the development team and eliminate it from further consideration. The Owner will require similar notification and approval rights following award. The interim Exclusive Right Agreement and the Land Disposition Agreement will include similar provisions.

If at any time after the RLA award, but prior to entering into a Land Disposition Agreement, the Bidder should decide not to proceed, the Bidder must notify the Owner and give the reasons for its decision. A successful Bidder wishing to withdraw may be subject to the loss of part or all of the monetary security posted at the time of award. If the District is unable to deliver the Property, all deposits and any interest earned will be returned.

For a submission to be complete, the Bidder must submit the following information on standard letter sized format. Bidders are asked to keep the text of their base proposal and summary of supporting information to a minimum.

Qualifications, Experience and Financial Feasibility - To evaluate the capability of each respondent, the RLA requires the information described below.

For the Wax Museum Site, this solicitation seeks developers and architectural teams with proven experience in urban, high density mixed use housing and retail.

Team Members

1. The name, address, telephone number, fax number, and e-mail address (if available) of each principal, partner, or co-venturer participating in the entity the Bidder proposes to develop the site, and of each of the other professional firms identified with the Bidder's proposal;
2. The name, address, telephone number, fax number and e-mail address (if available) of the representative authorized to act on behalf of the Bidder and who is available to respond to questions or requests for additional information;
3. Identification of any affiliation or other relationship between any of the members of the proposing team responding to this offering and any development company, parent company, or subsidiary; and
4. Identification of any relationship between members responding to this offering and any person working for, appointed to a position in, or elected to an office of the District of Columbia Government, RLA, Office of Planning, DHCD, Cultural Development Corp, ERA Inc., or any other entity for which there may be even an appearance of conflict of interest.

Qualifications and Experience

1. If the Bidder is not an individual doing business under his or her own name, a description of the status of his or her organization (whether a corporation, a non-profit or charitable institution, a partnership, a business association, or a joint venture) indicating the jurisdiction under whose laws it is organized and operating, and a brief history of the organization and its principals;
2. The principals, partners, or co-venturers participating in the proposal who have agreed to be part of the proposing entity, and a copy of any written agreement;
3. The individual who will be or whose organization will be the managing principal or partner;
4. The nature and share of each participant's financial investment in the project or the proposing entity and the role for each;
5. Relevant projects with which the managing principal or partner and the design architect have had primary involvement, including illustrative material of projects that demonstrate each of their abilities, the name and address for each project identified, the name and telephone number of persons familiar with the development who may respond to inquiries from the Owner, and the principal, partner, or design architect's role in each project;
6. Illustrative materials that will help the Selection Committee and RLA board to evaluate the caliber, innovation and relevant experience of the architectural team.

7. References for the managing principal or partner, including names, addresses and telephone numbers, and a letter authorizing each reference to respond to inquiries regarding the design, financing and development of prior projects. One of the references must be a staff member from a public agency who has reviewed a proposal from the Bidder or who has negotiated an agreement with the Bidder;
8. A list of the professionals the Bidder will be employing for this project. For each professional firm, the proposal should include a description of the staff capabilities, the resumes of all senior-level staff who will be working on this project, and information on their role on this project, and their past experience that is directly relevant to this project;
9. If available, the most current report from Dun & Bradstreet or other recognized credit-reporting service for each participating principal, partner, or co-venturer, or any relevant business entity.
10. Bidders may submit additional material that they believe will assist in evaluating the ability of the Bidder, the design architect, and any other professional who will be participating in the development. Should the Owner need additional information, it will request the authorized representative to submit the necessary material.

Financial Feasibility- To evaluate the entity's ability to finance the proposed development, the Owner requires the following information:

1. A narrative or tabular statement identifying the company or joint venture's ability and commitment to invest capital into the proposed project;
2. A comprehensive development budget showing the project's total development costs, and itemizing the purchase price of the site, construction, architectural, engineering and related fees;
3. A "Sources and Uses" statement describing the expected equity requirements and sources, the anticipated sources of working capital, and the anticipated sources permanent and construction debt financing for the project; and
4. For rental units and retail space, the submission should include a 20-year operating pro-forma analysis demonstrating the project's operating characteristics including net operating income, debt service requirements and related coverage ratios. For for-sale units, the submission should include an absorption and sell-out schedule identifying the estimated absorption time.
5. Statements from commercial tenants, institutions or equity partners expected to contribute to the project, describing their financial involvement in and the nature of its commitment to the project.

Should the Owner require additional material, it will request the authorized representative to furnish the necessary information. To the extent permitted by law, the Owner will hold all financial information in confidence.

Financial Compensation – The Bidder and all associates should sign the financial proposal of sale and conditions. The proposal letter should describe the financial offer in detail, along with any limiting conditions, including treatment of the affordable component. Basic development pro-formas describing estimated development costs and projected project income are also requested as part of presenting proposed lease terms. Given that the project size or use composition may vary according to use and final design, Bidders may submit a different financial offer with each development option proposed.

Development Program and Concept Plans - The Owner requires that Bidders identify and describe in detail the elements of its proposed development and the rationale for the particular architectural solution proposed. Bidders may submit multiple development scenarios and are encouraged to describe in detail how they believe each scenario meets or exceeds the program goals and objectives.

The Concept Plans and information on the development program must include:

1. Estimated achievable gross floor area at and above grade (on-site FAR);
2. At least 15 copies of the Concept Plans, which must include the following at the scales indicated:
 - a) A site plan (1" = 40.0') which includes the entire block as context;
 - b) Basement, ground floor, typical floor, and roof plan (1/32" = 1.0'); and
 - c) Illustrative elevations, renderings and massing diagrams from major streets (1/16" = 1.0') which include the streets (including street names) to the for streets to the South North East and West; and
 - d) Three 40'-60' presentation boards with items a, b and c shown on them.
3. Within each written submission, a complete set of the Concept Plans reduced to 8-1/2" by 11";
4. A description of the proposed exterior materials;
5. The total gross and net square footage for the proposed development, the total gross square footage at and above grade, and the total gross and net square footage for each use by floor;
6. The total number of residential units by size and both the range and the average net square footage for each unit size. Gross square feet by all land uses for all above and below grade space, including a breakdown of the unit count for each proposed residential unit type, including if rental or condominium sales are intended;

7. The number and total percentage of affordable housing units, the amount and percentage of square footage devoted to affordable housing, the income level at which the affordable units will be aimed, the family type at which the affordable units will be aimed, and how the affordable units will be integrated into the design of the building to support affordable households;
8. Proposed development schedule and related contingencies, if any; and
9. Description of any proposed additional project or neighborhood related amenities.
10. Bidders may consider multiple approaches to design (that conform to this RFP) and are encouraged to outline general design issues and recommendations that they believe will enhance the broader purpose of the Owner's objectives regarding this site. Bidders may also consider a phased development approach.

Local, Small, and Disadvantaged Business Enterprises (LSDBE) Participation Plan Employment Opportunities and Community Outreach Plan -

The District of Columbia Municipal Regulations provided guidelines and goals for the participation of LSDBE contracts for professional and technical services, and construction contracting and purchasing. Bidders should submit for review a plan that considers all phases of development from establishment of the development team to operation and management of the proposed project. Proposals should include a narrative or tabular description of the level of equity participation of LSDBEs in any and all phases of project's development.

The District's is also committed to its goals to advise neighborhoods of developments impacting their communities as well as provide employment opportunities for District residents. Proposals should include a narrative description a cohesive approach to achieve these goals.

4.2 Timetable

All bids must be into the Secretary of the RLA Board by 4:45PM on July 28th, 2001. All bids submitted after this time will not be accepted. The selection process will follow the timetable below:

Issuance of RFP	May 14th, 2001
Bidder Conference / Property Tours	15 days from issuance
Proposals Due	75 days from issuance
Short List Recommendations	120 days from issuance
Board Presentations	130 days from issuance
Bidder Final Selection	160 days from issuance
Execute Exclusive Right Agreement	205 days from issuance
Execute Disposition and Development Agreement	1 year

4.3 Evaluation Criteria

The RLA Board will review and grade the submissions on a scale of 100 points, and at its sole discretion, it will select one of the proposals. Definitions of these evaluation criteria follow.

1. Qualifications, Experience & Financial Feasibility (25 points)

The Qualifications and Experience of team members as demonstrated by the development team member's prior experience developing the requested land uses, public/private developments and the ability to raise debt and equity capital for developments, in the District of Columbia or other comparable areas. (If the team is a joint venture, the qualifications of each will be reviewed in the context of the venture's experience working together on projects.)

2. Financial Compensation (15 points)

The proposing team's financial offer for either sale or ground lease will be evaluated in Present Value terms based on a set discount rate of 10%. Dependence on public subsidy will be included in the evaluation. Scoring will be proportional to the highest bidder.

3. Development Program and Concept Plans (20 points)

The quality of the proposal will be demonstrated by the thought and consideration in the proposed development program and design; the thoroughness evidenced in its implementation plan; and its comprehensive understanding of the project's impact on other area development, residents and institutions.

The proposal that includes the greatest affordability will receive the highest number of points. Proposals will be judged on the number of units and total square footage devoted to affordable units, as well as the income level to which the units will be targeted. This would include affordability beyond the 20% already required, such as the 80% and 120% of AMI.

4. Design Excellence (20 points)

The District seeks high quality architecture for this site. The selected design proposal will be a signature, innovative design, which defines the site as a distinct place and can contribute to a sense of destination. Its quality will be shown through a synergy of form and function and the way that it addresses other area properties and land uses, planned and existing.

5. Local, Small, and Disadvantaged Business Enterprises (LSDBE) Participation and Employment Opportunities and Community Outreach Plan (20 points)

The selected team must evidence the participation of minority and less advantaged businesses in the project team. In addition to this target, this solicitation also seeks proposers whose team includes both women and members of minority groups in prominent positions of non-minority

owned businesses and in key areas such as urban design and project finance. This involvement is sought in all elements of the team and at all levels of participation. Proposals will also be evaluated on level of equity participation of LSBDE firms in any or all parts of the project's development. Proposals will also be evaluated on the thoroughness of their community outreach plan.

4.4 Questions and Further Information

Information on the Wax Museum site has been assembled in the form of a Developer's Kit. The Kit contains data considered pertinent to the submission of an offer meeting the requirements of this RFP.

The Developer's Kit may be obtained upon request from the Secretary of the Board listed in Section 4.1, for a non-refundable fee of \$150.00,. The fee should be remitted by check or money order made payable to the D.C. Department of Housing and Community Development. Contents include:

1. Request for Proposals
2. Form of Offer
3. HUD form 6004, Parts I and II
4. Opportunity for Local, Small and Disadvantaged Business Enterprises Act of 1992, D.C. Law 9-217
5. *Downtown Action Agenda*
6. Summary of the *NoMa Development Strategy*
7. Office of Planning's *Considerations for Quality Design: Wax Museum Site Redevelopment*
8. D.C. Law 2-156
9. Mayor's Order 85-85
10. Mayor's Order 83-265
11. Urban Renewal Plan for the Downtown Urban Renewal Area
12. D.C. Council Resolution Approving the RFP

Questions should be posed to the Office of the Secretary of the RLA as noted in Section 4.1.